

RCA SERVICE COMPANY

NEWS

September, 1953



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Sales Mgr. Takes Over All Divisions

ALL THREE DIVISIONS of the RCA Service Company have the same driving force behind their sales efforts as the television-branch network has enjoyed since 1948: namely, ROBERT NATHANIEL BAGGS.

The former sales manager of Consumer Products was appointed in July to the new post of general sales manager for the entire company.

As such, Bob Baggs is responsible for sales planning, coordination of sales and sales programs of the Consumer Products, Government Service and Technical Products divisions, reporting to President Ed Cahill.

He is replaced in his former post by BOB REDECKER, who was called in from the Chicago television district, where he was manager.

Contract Collector

ON THE HEELS of an all-time high in renewal sales for June, BOB BAGGS turned over to Redecker a record 92.8 contracts renewed when he moved on to broader fields July 1.

The younger Bob's grasp of the TV sales reins will free the television service pioneer for increased concentration on such products as Mobile-Microwave and Multiple Antenna.

His ideas and planning in video service sales won him, for 1950, the RCA Victor Award of Merit, one of 15 among 14,000 salaried employees to achieve the honor that year.

When he was called from his job as merchandising manager for International Resistance Company, in Philadelphia, to help sell TV service here, our system for accomplishing this was nebulous.

(Continued on page 4)

Manhattan Beat

PAUL J. SHWED has made thousands of calls in his five-and-a-half years as a television serviceman

mostly is drop a line through a shaft in the building."

Paul traces a shaft 30-odd floors by

JCT 8 1953

M. W. TILDEN

East River
service
has backdrop of
United
Nations and
Chrysler
buildings



At present, he's on demand-service. The summer morning that he was interviewed, he already had made four calls, and sold two contracts (picking up about \$5 for himself).

Working out of Midtown-Manhattan branch, at 229 W. 66th St., Paul covers the beat from Harlem to the Battery, from the top of the Chrysler building to 10th Ave. basements.

"Trouble with tall buildings," says Paul, "is that you can't tie a line down against them, because people object to wire next to their windows and complain about the disturbance of hammering it down. What we do

knocking on the wall outside. No elevator service on that duty.

Although he has never worked anywhere but the Big Town, the tech has a feeling day-to-day service hasn't as many, or at least not the variety of problems in other settings.

Where else, for instance, would you step from the air-cooled quiet of a Park Avenue apartment—your chief concern having been the vulnerability of white rugs and Swedish glass—to the heavy traffic in Times Square and on to the tenements of the Puerto-Rican district?

(Continued on next page)



Times Square—rows of taverns with television sets to service.

new cooling system to replace the old gasoline engine which split its portside last year.

Their wives insist, hotly, that they "didn't marry the Robert E. Lee, 2nd," but they haven't succeeded in beaching the fellows yet.

"We keep telling 'em we're working up a good business," explains Paul.

"We're going to hire a full-time captain, so we can get fishing parties all the time. Besides, it's quiet on the Sound."

Manhattan Beat cont. from page 1

In this Spanish settlement, there's always a hunt, with complications. Nineteen or 20 families will be crowded into one tenement—four families packed into one "apartment."

After Paul finally has located the set owner, he finds, more often than not, that he or she doesn't speak English, neither do friends or relations. So the tech must find an interpreter before he proceeds with his job, appreciated by a vast audience.

The Manhattan TV serviceman was born in Astoria, L. I., 26 years ago. After high school, where a favorite subject was "shop," he joined the Paratroopers. On the GI bill, he went to TV school, because he felt "television would be a good bet."

The old Long Island City office served Manhattan when Paul signed on there. Later, the branch moved to Astoria, and he worked out of a field station on 122nd Street, Bronx.

Mr. & Mrs. Shwed live in Astoria. But he won't be found there weekends. He and Harry Atkinson, another Mid-



Paul Shwed

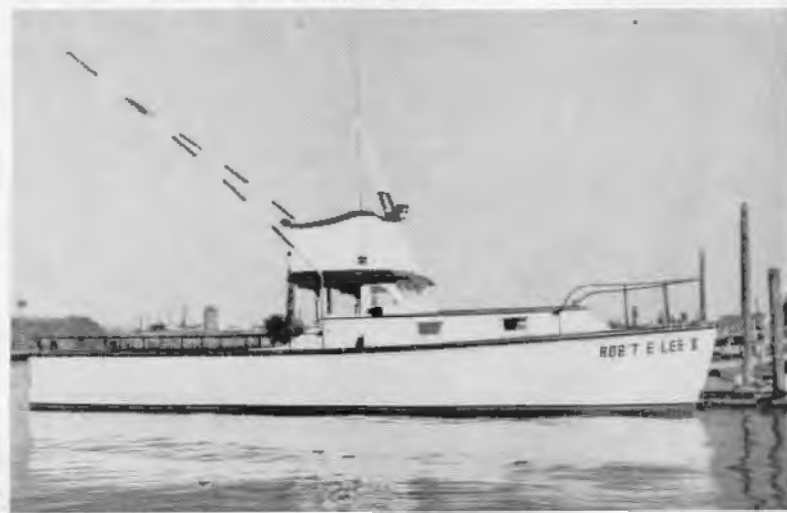
town tech, have a 42-foot fishing boat riding the tide off Rockaway (see photo below right).

All winter, the pair worked on the craft, putting in a Diesel engine and



Robert E. Lee, 2nd, 42-foot boat owned by Shwed & Atkinson

Harlem





Radio City—

Flags of
the
Nations
blow
behind the
skating
rink



Spanish Section—

Always
an
audience



Vanderbilt Presbyterian Hospital, where
sets of doctors and patients are serviced



Apartment house has contracts throughout



All photos by Ray Fisher



Chinatown

NBC news center, Exhibition Hall, where "Today" is televised



The Bowery





Handsome Baggs children at Ocean City

CONTRACT COLLECTOR cont.

Up to that time ('48), service contracts had been automatic partners with purchased sets. Now, the service must be sold.

There were no precedents in this business in those days. Bob had to keep his ear tuned to fluctuating market murmurs

from the field. Feeling his way, he was chiefly responsible for the TV-service sales machinery installed here today.

We have branch sales supers throughout the nation, regional sales coordinators and a field manager, as well as such supporting activities as advertising, promotion and contract fulfillment.

The manager developed main elements of the several service plans and formulated sales strategy for them. His most recent sales program was the high-commission plan for technicians and salesmen.

He first came to RCA in 1930 as a high-average graduate (BS) of Iowa State. Twelve years later, he left to manage merchandising for International Resistance.

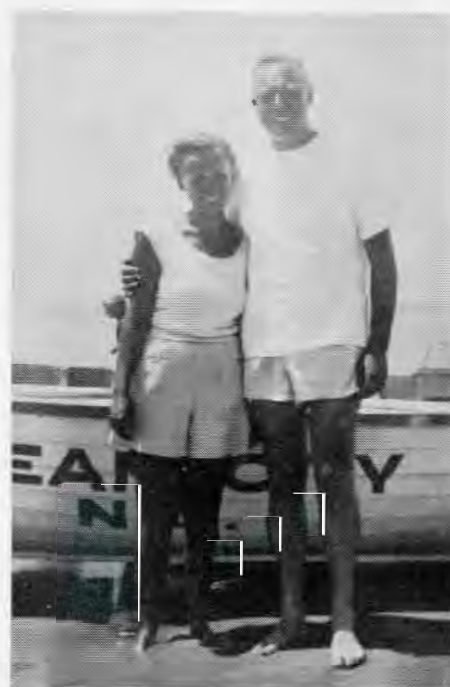
Bob Baggs was back with RCA only two years when his record at the Service Company warranted the Award of Merit.

Throttle Built-in

A determined personality with built-in throttle is responsible for his achievements. As the pressure rises, Baggs works harder. He arrives early and stays late, which is only one facet of inspiration that he supplies to subordinates.

His staff is loyal; to a man (or woman). They're all Bob Baggs champions.

He takes time for his family. There are two sons, Bob, Jr., 16, and John, two; two daughters, Judy, 19, and Jeanne, eight. But it's hard to manage a vacation. Last



Mr. & Mrs. Bob Baggs enjoy familiar beach

summer, he tried to go off with his wife and kids for two weeks. Three times he was recalled, twice to go on the road.

In his cellar at Haddonfield, N. J., he keeps an outboard motor for his 14-foot fishing boat at Ocean City. Once in a great while, he gets a chance to use it.

BOB REDECKER: Sales Philosopher



That hold on
club
doesn't look right
to son,
Jimmie.
Mrs. Redecker
glances
other way when
Bob puts
in
living room

THE NEW sales manager for Consumer Products never was a television serviceman, but he regards the demand-service technician as kingpin in the

perpetual game of winning sales.

"The tech is the most important man in the plan," declares BOB REDECKER, head of sales & merchandising.

"He's really the 'Man of the Hour,' every working hour. In contact with customers constantly, he's the fellow who sells all the time."

"We're facing a tightening market," Bob adds. "Our plan is to go after the vast potential business in sets sold, with basic selling methods."

"We'll continue our direct-mail program and add promotional pieces. But my experience in the Chicago district as manager proved to me, beyond a doubt, that the technician is the guy who makes the difference."

"Television sales in the old major markets aren't as easy to make as they have been. The post-war fling of automatic buying is over. People have to be sold—and sales are affected greatly by the quality and promptness of previous service."

"The Man Of The Hour" program, designed to transform demand-service (non-contract) calls into successful contract sales visits, has got underway.

Of immediate interest to the tech is the new commission, which provides five percent for a contract sale or flat-rate job. This is a substantial increase. For instance, the 50-cent bonus on a \$39.95

(Continued on opposite page)

SELLING— Southern Style

Charlotte sales stars sit for portrait. (Front, l. to r.): Chief Clerk Carl Sparks, Clerk Shirley Randall, Mgr. Dick Mackey.

(Standing): Techs Bill Blankenship, George Gibson, Warren Dyer, Hugh Bridges and Ted Wilson.

THAT SOUTHERN DRAWL may be slow, but it wears away sales resistance like a stream working through sand at the Charlotte branch.

It's a small spot, as TV offices go, but the record in renewal sales to date is 100 percent of all demand-services calls converted to contracts, or 112.2 percent for the year to date.

Charlotte is one of the "outstanding branches in the Atlanta district," according to District Sales Coordinator ERV CRANDELL.

Manager DICK MACKEY, originally of Cliffside Park and Fort Lee offices and more recently I & S supervisor at Bayonne and manager at Macon, Ga., took over here a year ago.

Home Talent

Tech GEORGE GIBSON is from Chicago (South Side) branch. All other members are natives of Charlotte and speak the language fluently. TRESS HAWKINS, night contract salesman, frequently fries chicken while tying up a contract over the telephone.

TED WILSON, the branch's only demand-service tech, averages a weekly sales bonus of \$10 or more. HUGH BRIDGES is the quick-change artist, handling everything from Vidicon to multiple-outlet antennas.

Each of the office people has a quota of three sales weekly, with failure being punished by the offender having to take the others out to dinner.

So far, CARL SPARKS, chief clerk; SHIRLEY RANDALL, clerk, nor Manager Mackey have had to provide any dinners.

REDECKER continued

contract has been raised to \$2.

"We have a sales organization with tools to do a job: promotional programs, ready assistance by sales coordinators, a high spirit in branch and district managers, plus wholehearted support in the home office," Bob points out.



Mezzanine Start

BOB REDECKER, brought into Gloucester from the job of Chicago district manager, rose to that level in two years with the Service Company.

Not quite three years ago he was picked over 50 applicants for the sales super's job at St. Louis. He remained in the branch six months before being given the regional sales coordinator post for a vast area: St. Louis, West Coast and parts of Chicago, Columbus and Washington districts.

In Feb. '52, he was upped again, was called into the home office as field sales boss. Nine months later, he was running the Chicago district.

Though the switch was sudden and the job a departure, Bob caught on fast. He was there nine months.

The sales manager is only 31, but already has "executive" history.

For four years before joining the company, he worked for the expanding Southern States Roofing Co., Richmond, Va.,

was assistant manager when he left. This responsible position covered office, plant, warehouse and sales activities.

Three of these years, he worked also at night toward a business degree at the Universities of Tennessee and Richmond, but found it "utterly impossible to continue" with business rocketing.

During the last world war, Redecker missed out on a Coast Guard Academy tour. His orders there arrived as the school stopped taking candidates. He wound up a machinist, 2/c, in an LST at Okinawa.

In St. Louis, Bob met a county tennis champ—and retired her. He and Fatene now live in Woodbury, N. J., with their two, sons, four years and seven months.

Being the sort of guy who is always ready for more responsibility, Bob played tennis with his wife three or four times a week for a while. He won a game once. Now the Redeckers play golf.

"But it looks like the same old story," the new sales manager admits.

Mr. & Mrs.
Sigmund Lukasiewicz
at their
August wedding in
Woodbury.
The bride is former
Emily Jackson,
sec'y to
Vice Pres. Don
Kunsman



A Day On Formosa

At PINGTUNG, Formosa, where Free China is dug in, the Mutual Defense Assistance Plan (MDAP) has an elaborate—if spontaneous—factory for assembling, repairing and reclaiming electronic equipment.

Work is done by Chinese soldiers

suggesting, inspecting—and learning new ways of “make-do.”

To keep it all straight, he writes himself notes on the day's activities, which he reviews first thing next morning. Then he starts out. Any day's agenda might take in:



under the direction of RCA Field Engineer ELLIOTT R. MOSTELLER.

For more than a year, “Monty's” daily life has consisted of teaching,

Stop No. 1 usually is the machine shop, of which he's proud. It boasts two lathes, dual presser, sharpener, power shears.

A conference on radio compass might

Portrait
of a
Wish—
Job pressure
made
Monty Mosteller
wish he
were triplets



RCA field engineer inspects welding shop

come next, followed by inspection of a transmitter, which has been torn down, parts electroplated, chassis and cabinet painted. This job includes four RF units, one modulator and power supply.

In the radar section, a LGR-1 unit was being built in the same manner and a complete RF unit made. Another job was a SCR602A, reclaimed from salvage.

The wire section can offer a touch of humor. Once it was raining and Monty's feet were wet. His hand placed on a unit resulted in a shock which nearly knocked him off his feet.

“You should have heard the Chinese laugh,” he said.

Electroplate Debut

An RF unit of a BC-640 was approved. This was another complete overhaul, including painting and electroplating, a type of work never done here before.

From there, he looked over 50 APM4's, waiting to be dismantled and rebuilt.

The instrument shop gets Monty's daily okay. Receivers were next in line. These are worked in trays of carbon tetrachloride and rebuilt. In another section, all kinds of transformers are rewound, from RF & IF coils to big power units.

On his tour, he passes through the complete welding shop, stops off at the shipping department, looks in on the carpenter. Also, he checks supplies.

His busy day is surrounded by friends. Everbody likes Monty in Formosa. If it weren't for Gladys, his wife, who is waiting for him in Oklahoma City, he'd be content out there indefinitely, he says.

Monty Mosteller is an old-time movie projectionist who turned to running “Monty's Radio Service,” and then went into TV service when that market opened.

For five years, including War II, he was a Navy electronics tech. He came with the Government Service Division in the spring of 1952.



←
Rewinding transformer

Transmitter (below l.) was rebuilt
↓

Monty confers with commander Chinese Air Force (l.) and CO of local factory





NEW Air Force control tower, an architectural innovation (above). Abbott Generaux (r.) at panel, which is largely his design



Bermuda Engineer Stays on Air in Switch from Old to New Tower

THAT LEISURELY PACE you hear about in Bermuda doesn't apply to our man there. With his back to the sea and his nose bent away from the fragrant breezes, ABBOTT N. GENERAUX worked 70 hours a week at top speed to complete the new control tower.

The field engineer beat the contractor to finishing touches on the air-traffic control center, which supports the tower. There wasn't a minute's break in service while switching from the old to the new.

Everything about the tower is new at Kindley AFB, home of the 1934th AACS squadron. Even the architecture is "experimental" in design.

Control panels and switches are straight out of Generaux's head.

This addition to the Kindley scene, situated on one of the base's highest hills, is a 37-foot thrust of solid, reinforced concrete, air-conditioned throughout, and supplied with the latest in GCA gear.

Remotely controlled are 11 transmitters and 12 receivers. Six VHF and ten UHF channels are utilized, plus VHF-DF in

the tower, radio range monitor and homer, and the new VOR range.

The RCA engineer, assigned to Bermuda last December, was directed to coordinate work on the control tower while construction was under way. He started by making suggestions—backed up by sketches—for structural design changes to meet the peculiar operational requirements.

Among other things, he designed a completely automatic start-stop feature for the emergency power engine-generator for use if the base power should fail.

This, says Abbott, was a Rube Goldberg creation. "Rube Goldberg No. 2" is the panel, designed and built by him to control nine backup transmitters and six backup receivers by rotating one switch.

While all this invention was going on, the field engineer was training men in operation and maintenance of the equipment. Installation was made with the help of two master sergeants.

The AF newspaper, *Bermuda Skyliner*, reports: "Mr. Abbott N. Generaux, chief engineer and designer, is mainly respon-

sible for the revised design and technical supervision of the new tower."

Generaux, a product of Seattle and the University of Washington, signed on in 1951. He had been employed by the CAA in Alaska for five-and-a-half years; spent three years as station manager.

During the war, he was a Navy radio tech aboard the cruiser *Louisville*.

Now that the tower is operating smoothly, and it's fall in Bermuda, he's enjoying weekend snoozes on the beach back of his home. Also, he says, he's finding out again that he has a pretty nice family—wife, two sons and a baby girl.

School for Leaders

P. B. Reed, vice president, Government Service Division, is just back from a six-week Columbia University course, limited to 44 execs.

Lectures and panels on top management were at a Ramapo Mountain mansion 50 miles above Manhattan.

As part of Management Development, TV Technical Field Boss Larry Borgeson went to Northwestern.



Distaff Boss for BuShips

Alice Hudson
makes
a suggestion
over
Bob Stevenson's
board.
Julius Krivos
listens in

AN OUTSIDER never would think of ALICE HUDSON as a "good Joe" who bosses ten men. She's too small, too feminine, too elegantly-postured.

That, however, is the way the boys in a drafting section here refer to Alice—along with giving her credit for being one fine draftsman.

The chief draftsman for BuShips Planning started her career when she was a tot on Grandpop's knee.

Charles Gardiner learned his marine drafting in Dundee, Scotland, on the banks of the Firth of Tay, brought his instruments, naval designs, and books to this country when Alice's mother

was a little girl.

He designed the familiar scoop-type cowcatcher on old-fashioned street cars. His passion, however, always had been naval design. Alice reports he has thousands of books and plans on the subject.

She uses some of his instruments and still is learning from him, she claims.

Alice has been in drafting for 11 years. When she was graduated from Audubon (N. J.) High, in 1942, she went right over to New York Shipbuilding Corp., in Camden, to join the first class ever offered there to girls in drafting.

She passed with top grades and was first to get on the payroll. She was 19.

Four years later, with the war over, she went to work for an engineering consultant, in Philadelphia. Here she added to her marine knowledge the intricacies of electrical and map drafting. Then, in a paper-working machinery firm, at Camden, she picked up mechanical drafting.

Alice Hudson didn't like her next job, at first. Hired as a draftsman by a Philadelphia architect, she found that she was expected to fill in as secretary to her two bosses. Although she protested, she soon discovered she was learning valuable techniques of office procedure.

A self-styled "career girl," Miss Hudson jumped at her fifth job. There was a chance to double as draftsman and secretary to an excellent Haddonfield architect. She would write contracts and help with specifications. Alice got the position.

"Fascinating work," she remembers.

Navy Called

But, when war broke out in Korea, she believed that she belonged in Navy defense work, and, in '51, was the first draftsman taken on the Bureau of Ships contract here by Manager THORN GREENWOOD.

Recruiting in the Government division was heavy. From the first, she found herself teaching as well as drawing. Her crew consisted of experienced craftsmen, but in the realm of Navy specifications, conformity is what is most important.

Alice's job was to direct the skills of these men—sometimes as many as 15—into a groove which showed no shade of difference in any plan.

"I wouldn't hesitate to put our work up against any other company's," Miss Hudson declares, "or even against the prints of the Bureau of Ships itself."

Dispatch from Ankara



Jim Reedy & Joe Lowe

VERSATILITY of the field engineer. Never a matter of pride with our organization, was confirmed recently by RCA men assigned to Turkey.

While endeavoring to reach a remote radar site, JOE LOWE and JIM REEDY, with two AF men, were confronted with a disabled jeep on a barren mountain side more than 25 miles from home at 8 o'clock in the evening.

Since home office training hadn't covered this phase of field engineering, both men knew proof of their fitness would lie in their ability to make the right decision without instruments or training manuals.

They had trudged for hours in the rain and sleet before a light filtering through the window of a shepherd's hut beckoned a "promise of succor."

After food and a short rest, the four, pooling their Turkish vocabulary, arranged transportation. Nearby villagers produced four jackasses, a Near East transportation model of historical popularity.

They then had to persuade the villagers—in spite of the threat of wolves—that they must set out for home at once.

For six-footers to ride asses two-and-a-half feet tall requires skill born of practice. However, when questioned, both Joe and Jim denied previous experience and maintained it was a case of "do or die"—and they "done a little of both."

Next day, safely at the base, the fellows were heard to remark they should have alternated the burden with the jackasses so that both animal and man might have "shared a tenderness in common."

TV Trouble-Shooter Gets 10-Year Pin

VIC WESTERMAIER, JR., was presented with his ten-year service pin September 14 by Sales & Merchandising Manager Bob Redecker, to whom he has been reporting since July 1.

No sooner was Vic called into the home office to concentrate on a uniform TV sales system than he was dispatched to Norfolk for seven weeks on a trouble-shooting assignment.

His former job, for nearly a year, was sales coordinator of North Jersey. For a year-and-a-half before that, he headed sales in the Philadelphia district.

His grounding has been almost entirely in sales. Prior to joining RCA Victor as a priority analyst in the wartime material-control plan, he was field sales manager for the Keystone Auto Club, Phila.

Vic came to this company in 1950 as an assistant to the controller, and was in charge of sales accounting here before taking over TV sales in Philadelphia.

After earning his degree from the Uni-



SALES heads & secretaries attend 10-year pin presentation for Vic Westermaier. (L. to r.): Sales Manager Bob Redecker,

versity of Pennsylvania's business school in '35, he went on to graduate from the university's law school in '38.

He always has lived in Haddonfield, N. J., where his father was mayor for eight years and commissioner for 12. His wife is

Marian Tomaselli, Ad Mgr. Herb Poole, Mary Serafino, Field Boss Jack McGrath, Daryl Smith, Trouble-Shooter Westermaier.

a Haddonfield native, the daughter of Fred Gold, retired office manager of the general office, at RCA Victor.

The Westermayers have three children: girls 11 and 8, and a boy six months. Vic is the tenth generation of only sons.

Gov't. Engineer Moves from Holland to Victor

YOU GET TO KNOW people working with them, and sometimes you get to work with them better if you play with them.

JOE STANISZEWSKI found this out during two years in Holland. When he packed up to go abroad, he took along his clarinet and saxophone, played American pops, Polish polkas remembered from his childhood, and bouncy Dutch tunes at the homes of the military and civilian nationals.

"We learned some Dutch, made Dutch friends, and lived a normal life," Joe reports, referring to his family.

Also, he did a first-class job for the U. S. and Dutch military.

His assignment was instructing the Royal Netherlands Army in operation and maintenance of our military electronic equipment, especially radar and gun fire control.

He accompanied the Army on the NATO field maneuvers in Germany, and helped set up initial communications after the Holland flood.

His association with the Army was so intimate he's sure he "could run a least a Signal Corps battalion."

Back home since July, Joe's working

Joe Stanis-
zewski (r.) with
Dutch
friend at The
Hague



for us at a new job with Engineering Products, on Shoran. He was hired at Carnegie Tech, where he got his degree in Physics in June, 1950. He was a member of our first Signal Corps group to land in Japan, early in September of that year.

Twelve months later, he was assigned to Holland. In '52, he sent for his sweetheart from Pittsburgh, Dorothy Kozlowski, and they were married in The Hague, where their daughter was born next year.

Joe is convinced his job provided a grounding in Diplomacy. As a civilian from abroad, he worked with the Dutch chief-of-staff down to the privates, and with the U. S. military.

This son of a master machinist for Westinghouse served as a tech in the Navy during World War II. At 27, he's a quiet fellow with a placid, sure approach.

NO LONGER in Contract Fulfillment, Marie-Paule Melroy, eldest of four children of Gov't's Paul Melroy, has returned to senior year at St. Joseph's College, Md.





SHARING \$500 suggestion award are (l. to r., front) Ted Buraczewski, John McCarthy & Bob Maier. Approving smiles belong to

Joe Siegel, Personnel rep.; Jesse Lippincott, Wage & Salary head; Tom Hermida, Midtown mgr.; Conrad Odden, dist. boss.

I & S Super Answers \$ Question

AN INSTALLATION & SERVICE SUPERVISOR can't learn all there is to know about customer needs working at his desk.

The result of a Manhattan I & S supervisor's study can be put down easily on paper, but he got his winning Suggestion idea by going out and talking to TV set owners.

TED H. BURACZENSKI has turned up two paying ideas within the year.

For a routing and dispatching plan, functioning in metropolitan areas, he shared \$500 with Midtown-Manhattan branch associates BOB MAIER and JOHN MCCARTHY.

His second scheme was adopted nationally in June of this year. For it, he has received \$50 tentatively. More will come when the full magnitude of his sales program is known.

Briefly, the Factory Checkup & Overhaul Plan, designed by "Ted B" (as he's known around the office) calls for the set to be pulled into the shop, where it is adjusted and provided with necessary new parts. On delivery, all materials, except the kine, are guaranteed for 90 days. If the customer wants a contract, the extension would cover 15 months instead of one year.

Ted B. and Manager Tom Hermida set

this machinery in motion at Midtown last summer, and kept the home office informed of its progress and effectiveness.

Anybody can imagine that supervising in the New York branch makes a busy day. Ted has busy nights, too. He's working for an EE degree at Brooklyn College.

The super, who lives with his wife in his native South Brooklyn, began at RCA in the old Long Island City office as a technician under Manager Conrad Odden, now the New York district boss.

After two years, he was made field 1 & S supervisor, went to Flatbush, then to Midtown as full supervisor.

It was the Army which recognized his electronics bent. When he enlisted in the Air Force in '40, he was put through a radio mech's school. Graduated at the top of his class, he was made instructor there, then staff sergeant and administrator, for eight months, of the entire school.

In '43, he received his 2d-lieutenant bars. At Boca Raton, Fla., he was given a top-secret course known simply as "radar," before being sent throughout the country to indoctrinate men in this subject.

At Victorville, Calif., he was in charge of a radar super-sonic course which qualified men as aircraft navigators. With a course at MIT and a captain's rank, he came to the end of World War II.

More Promotions

When former Personnel Manager G. H. METZ went up to RCA Victor to become Personnel director in that field, he turned the switch on an escalator in the home office.

JOE MURRAY took over the busy Personnel seat and JESSE LIPPINCOTT moved from head of Employment, Training & Security to fill Murray's spot as Wage & Salary boss.

Move up of Jesse's successor, GEORGE WHITTEN, was from administrator of Organization Development, now in the hands of DELBERT SASS, formerly of RCA Victor Personnel, Camden.

W. T. A. (BILL) BAXTER, Employment group manager, was appointed Personnel chief for the Government Service Division, in Cocoa, Fla.

Employment's new boss is HARRY CRIDLAND, who turned over his technical employment group to AL ZITANI, erstwhile interviewer.

Lippincott's was the only lateral move, which brought him back to Wage & Salary, where he started here in '48 as rate control supervisor, fresh from RCA Victor. He always has been in Personnel, beginning at Victor in '46 as job analyst and advancing to rating coordinator.

He and Joe Murray are the only members left of the dozen men who formed the original Personnel division here.

In '50, Jesse became employment manager, and in February of this year was made head of the Employment, Training & Security Section. During World War II, he was a reserve captain in the Marines. He's a graduate of Colgate University.

Former Prof.

GEORGE WHITTEN, native of Johnstown, Pa., is a former college professor.

He received his BS and MS in industrial engineering at the University of Pittsburgh, where he was associate professor of retailing in the graduate school.

His rise, since he joined the company in '50, as a Systems & Methods analyst, has been rapid. The next year, he was training manager in Personnel, and the following year, Organization Development head.

HARRY CRIDLAND, Philadelphian, also joined the Service Company in '50. He came here from a year's study abroad at the University of Paris. He is an honor graduate of Franklin College, Ind., and did post-grad work at Miami University, O., for a year. In addition to the spot he has just left, he has run Personnel Records and home-office employment.

AL ZITANI has spent most of his time since joining us in '52 on the road recruiting for the Government Service Division. From Mexico to Canada and ocean to

(Continued on opposite page)

Century Club
pin is
awarded Joe
Hovorka
by Chicago Tech
Products
Mgr. Fred
Wentker



Tube Brings \$456

JOE HOVORKA is finding the first semester for his two college youngsters easier to pay for this year, thanks to his inventiveness.

In August, he received a check for \$456, reward for eliminating a tube and shifting wiring in the Bottling Inspection Machine, both on new production and old models in the field. This will mean a saving of \$4563 for the first year in operation.

The Chicago Technical Products district supervisor will pick up \$20 more for suggesting a modification of the ITV-5 industrial camera, permitting inverted video output without adding a special inverter unit.

The money will be used, Joe says, to help pay school bills. His daughter's entering the University of Illinois this fall, and his son is in his senior year at the Institute of Technology, in Chicago, where he is majoring in electronics.

He received also the Century Club pin, awarded to people whose suggestions earn them \$100 or more. Last fall, Joe Hovorka was given his 25-year service pin.

The super was service manager for an RCA-owned distributing company when it was taken over by the RCA Victor Distributing Corporation in the early 30's.

Regarded as one of the best field engineers throughout the organization, he received his technical training in the field and through home-study courses.

Joe and his wife, Emily; son, Joseph; and daughter, Elaine, live in Berwyn, Ill.

PROMOTIONS continued

ocean, he has added up a conservative 75,000 miles in his search for engineering talent. He got his master's in psychology from Temple University, Phila. His home is Chester, Pa.

PENSION LIST TOPS RCA AS A WHOLE

ALL MEMBERS of the RCA retirement plan have received statements of their accounts. Last summer, when these notices were sent out, RCA Victor announced an all-time high in membership: 88 per cent of those eligible—a total of 19,000 persons.

In the Service Company, the percentage is even higher: 91.9 per cent of eligible people are members, according to MARY ENDLIEN, Retirement Plan coordinator. (Three years here are required to join).

Of the remaining eight per cent, many are girls who do not anticipate remaining in the organization after marriage.

Not all of the feminine members of the company feel that way, however. Many have joined to take advantage of the automatic saving at two per cent. When these ladies leave, they'll have a nest egg.

Statements mailed to homes (see right) show the actual amount of money credited to individual retirement accounts accumulated through November 30, 1952.

RETIREMENT PLAN FOR THE EMPLOYEES OF RADIO CORPORATION OF AMERICA AND SUBSIDIARY COMPANIES				
RETIREMENT BENEFITS COMMITTEE STATEMENT TO PARTICIPATING EMPLOYEE				
OF ACCRUED BENEFITS PAYABLE ANNUALLY AT NORMAL RETIREMENT DATE				
CERTIFICATE NUMBER	BRANCH NO	DOE	EMPLOYEE	NORMAL RETIREMENT DATE
000000	51	DOE	JOHN J.	1975 09 1
CONTRIBUTIONS MADE BY EMPLOYEE THROUGH NOV. 30, 1952				
1065.31	PAST SERVICE PENSION (for service prior to 12-1-46)	371.29	ADDITIONAL BENEFIT (for period between 12-1-46 and 11-30-52)	371.29
			CONTRIBUTORY ANNUITY (for membership from 12-1-46 and other)	199.27
ANNUAL RETIREMENT BENEFITS ACCRUED THROUGH NOVEMBER 30, 1952				
TOTAL ANNUAL BENEFIT COMMENCING AT AGE 65				

Employee contributions are refundable with interest upon termination of employment, or in the event of death are payable with interest to your named beneficiary.
Contributory Annuity shown is based on employee and employer contributions.
This statement, prepared from the records of the Retirement Benefits Committee, replaces all others previously issued, and the right to make corrections is reserved. All statements are made subject to the terms of the plan.



CHALLENGE for current season are bowling cups given 52's home-office champs by Pres. Ed Cahill last summer. Lois Owens accepts girls' & Phil Slomick, Cam-

den branch, the men's. (L. to r.): Florence Van Horn, Laura Barnes, Marge Mat-thiesen, Lois, Mr. Cahill, Phil, Len Mecca, Geo. Askew, Bud Scully, John McCarthy.

READY FOR WINTER

Stream-lined Tampa TV branch opened last spring under Manager Ken Clark, former head of Nashville.

Now 14 techs and office staff serve the port city and resort visitors at St. Petersburg across Old Tampa Bay.

Eleven people here are from outside the state of Florida. Clark started with RCA in Washington in '47.

Ken Clark



HOME OFFICE BOWLERS HAD FIRST PLAY SEPT. 16 WITH THREE DOZEN KEGLERS PRESENT OUT OF EIGHT TEAMS



It's Here

Bowling season got underway with Wage & Salary Manager Jesse Lippincott making opening speech at Camden. He was one of 36 first-nighters. The men roll every Wednesday.

(L. to r.): League Secy. & Treas. Ed Schwanke, Lippincott, President Milt Gracey and VP Harry Brown.

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